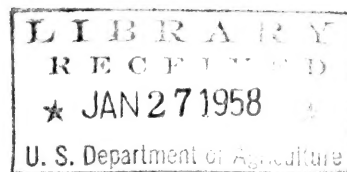


62

1957/58



A REPORT TO OUR FRIEND'S AND CUSTOMER'S.

We have just recieved the report on our 1956 seed crop. Due to an unusual WET SEASON in CANADA, the seed crop harvested is less than our own requirements for planting. Therefore in the Fall of 1957 and the Spring of 1958 there will be only enough seed for our own planting and a few for our retail department. In other locations, where we are interested, we will take out of stratification a normal amount of seed in the Fall of 1957. This means that we will only be able to accept a small amount of Wholesale orders for shipment in the Fall of 1957 and the Spring of 1958. We can not now publish the price, but until we are sure we have reached our limit, we will accept advance orders, on a wholesale basis, with a full 25% cash deposit with order, based on our present prices. This does not set the price and we will announce the price later, which we now know will be much higher.

For the balance of this year and into the Spring of 1957, we will continue to recieve seed orders for immediate shipment, or shipping date may be set up to the last of February 1958, but not beyond this date.

This brings us to the matter of Transplantable Roots. We have at the present time an ample supply of 1 year, two year and even three year old roots. In looking ahead to 1957-58 we see no reason why should not have a good supply of roots. You people who want to shorten your investment time and cash in on the high prices which now hold, and shows tendency to be firm; will find the purchase and planting of three year old roots very profitable. Look over our prices and you will see that three year old roots will make you an enormous profit in two years.

It is our custom to publish a letter at periods which keep you up to date on what is taking place in our industry. This letter will serve as a barometer of what you may expect in 1957-58. We are glad to keep you up to date and hope that you will send in your orders promptly for Fall and Spring business.

PLANT NOW AND BE READY. THREE YEAR OLD ROOTS ARE THE BIGGEST

BARGAIN IN OUR PRICE LIST.

Smoky Mountail Ginseng and Goldenseal Gardens.
Box 861 Asheville, N.C.

W.I.L.I.

1957-58 PRICE LIST SUBJECT TO CHANGE WITHOUT NOTICE.
(TRANSPORTATION INCLUDED EXCEPT FOR AIR EXPRESS)

GINSENG SEEDS		GINSENG ROOTS	
100 SEED	\$1.50	25 2 year seed bearing roots	\$ 7.20
1 ounce seed	\$4.80	50 " " " " "	\$12.00
3 ounces "	\$12.00	100 " " " " "	\$21.60
5 ounces "	\$19.40	200 " " " " "	\$36.00
1 pound "	\$40.00	*****	
5 Pounds	\$190.00	ROOTS IN THOUSAND, SPECIAL PRICE	
10 Pounds	\$370.50	*****	

IMPORTANT: DISEASE TREATED SEEDS ARE 10% ADDED TO ABOVE PRICES.

GOLDENSEAL SEEDS		GOLDENSEAL ROOTS	
100 seed	\$1.20	25 2 year seed bearing roots	\$ 7.20
800 "	\$9.00	50 " " " " "	\$12.00
2000 "	\$19.20	100 " " " " "	\$21.60
5000 "	\$48.00	200 " " " " "	\$39.00
*****		*****	
THREE YEAR OLD GINSENG ROOTS.			
25	\$10.80	100	\$32.40
50	\$18.00	200	\$54.00

FOR LARGER QUANTITIES WRITE FOR SPECIAL PRICING.

#1. COMBINATION SPECIALS. #2.
10 2 year old seed bearing roots 25 2 year old seed bearing roots
and 75 disease treated seed \$4.80 and 100 disease treated seed \$9.00

#3. #4.
25 Goldenseal 2 year roots and 25 2 year Goldenseal roots and
100 seed \$7.20 25 2 year Ginseng roots \$10.80

#5. #6.
100 seed of each and 100 seed of each and
20 2 year roots of each \$12.00 20 2 year roots of each, (PLUS)
100 1 year Ginseng roots, at the
BARGAIN PRICE OF ONLY \$19.00

NO CHARGE ACCOUNTS NO C.O.D.'S. SEND MONEY ORDER OR CHECK (CASHIERS)

CASH SENT IN MAIL IS SENT AT YOUR RISK.

A WORD OF TIMELY ADVICE.

The growing of Ginseng and Goldenseal are the most re-warding CROPS moneywise that are known to man, yet it takes forewood looking patient people to reap these rewards. If you do not have an income independent of what you will make out of these crops, you cannot afford to go into this business. If you have a job or you Farm and are dependent on this for a living, you can make lots of money. This is our 87th year in this business, according to our records, and we have seen good people become independent from the planting of these crops. Get in and profit.

Seed shipments begin OCTOBER. Roots at about the same time.

SMOKY MOUNTAIN GINSENG AND GOLDENSEAL GARDENS.
BOX 861

TELEPHONE
ALPINE 3-0669

ASHEVILLE, N.C.

WAREHOUSE
184 PATTON AVE.



THE GREATEST OFFER WE HAVE EVER BEEN ABLE TO MAKE IN GINSENG ROOTS.

100 one year old Ginseng transplantable roots ~~-----~~ \$9.00
(Delivered in U.S.A. NO TRANSPORTATION CHARGES).

We were able to plan for several thousand of these bargains and delivery cannot be made until late September or October. This is the low cost way to get into Ginseng production. For those people who want to plant one thousand, approximately 1/8th acre, we make a further special offer of 1,000 for \$75.00. If you want to plant a full acre, which would take 8,000 roots, we will sell you the 8,000 transportation paid for \$480.00. It costs \$300.00 to plant an acre in seed and you have to wait 5 years to maturity. This way you only have to wait 4 years. This offer will be especially interesting to our many Women customers who want to cultivate small plots. Not sold in smaller shipments than 100, except as below in our Womens Combination Offer.

HOUSEWIVES SPECIAL COMBINATION OFFER. DELIVERY PAID.

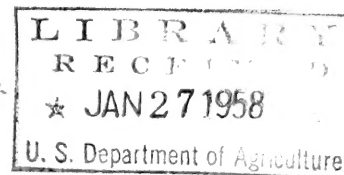
1 OUNCE DISEASE TREATED CANADIAN STRATIFIED GINSENG SEED AND

50 ONE YEAR OLD GINSENG TRANSPLANTABLE ROOTS ~~-----~~ \$8.00

THE TWO OFFERS ABOVE WILL LAST ONLY AS LONG AS WE HAVE STOCK TO SHIP AND IT MAY BE WITHDRAWN WITHOUT NOTICE TO THE PUBLIC. ACT FAST THIS SPECIAL CANNOT LAST LONG. FALL IS THE NATURAL TIME TO PLANT GINSENG.

File with 1958

Smoky Mountain Ginseng Goldcrest Gardens
Asheville, N.C.



Below are the answers to the questions asked us the most in numerical order.

1. Where can I sell my crop?

We maintain a brokerage department for the benefit of our customers and have a record of many years standing, for being able to get top prices.

2. How long does it take to grow a crop?

Ginseng roots are mature at FIVE years. If you plant seed 5 years. If you plant roots, deduct the age of the root from 5.

3. Do I Need to Fertilize.

If your ground will grow good vegetables you do not need to Fertilize.

4. What kind of soil do I need?

Good woods soil(if planted in Timber) and good garden soil if under artificial shade.

5. What does it look like?

See pictures in folder.

6. Prices. What can I expect?

Prices fluctuate with supply and demand. 1956-57 high price was \$15.00 a pound. (Remember 1 acre will produce 1 TON on the average). Lowest price in last 25 years \$3.67 per pound.

These answeres should help you to make up your mind as to how much you want to plant. Remember ONE thing and remember we told you, "IF YOU ARE DEPENDENT ON THIS CROP ALONE FOR YOUR LIVING, YOU CAN NOT AFFORD TO PLANT IT. ONLY THOSE PEOPLE WHO HAVE A LIVING INCOME FROM A JOB OR OTHER SOURCES AND CAN WAIT THE PRESCRIBED FIVE YEARS SHOULD PLANT GINSENG. IF YOU ARE AMONG THIS FORTUNATE GROUP, IT IS POSSIBLE FOR YOU TO MAKE A FORTUNE, DEPENDING OF COURSE, ON HOW MUCH YOU CAN PLANT.

SPRING IS A GOOD TIME TO PLANT.

PRICES WILL BE HIGHER FOR SEEDS AND ROOTS NEXT YEAR.

ROOTS ARE REAL BARGAINS.

PLANT AND GROW GINSENG THE HIGHEST PRICED MEDICINAL HERB IN THE WORLD.



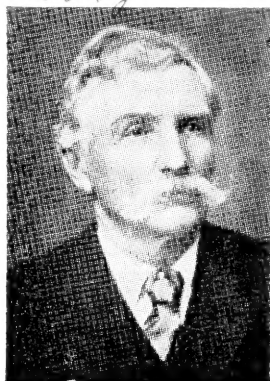
*File with 1958
Smoky Mt. Ginseng & Goldenroot Gardens
Asheville, N.C.*

Founder

Mr. A. O. Gilbertson

Waseca, Wis.

Deceased



WAS STARTED
AROUND 1870.
ACCORDING TO
OUR RECORDS
WE ARE AROUND
80 YEARS OLD.
THIS BUSINESS

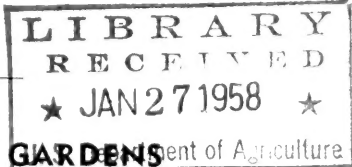
"GRANDDADDY GINSENG ROOT"



An actual photograph of root. Weight 1½ pounds.

Roots like the one above occur frequently when seed are planted thick as we advise. It is probably the joining together of one or more seeds, making this GIANT. Unusual roots in odd shapes, such as in the shape of a human have brought individual prices as high as \$300.00 each. Nature works wonders—she can do it for you, but only if you give her the chance by planting "GINSENG—the GREAT CASH CROP".

Send order and payment to—



GINSENG GARDENS Department of Agriculture
BOX 861
ASHEVILLE, N. C.

Here Is A Timely Suggestion

That should be of interest to anyone having a tract of timber such as oak, hickory, basswood, poplar, black walnut and butternut that is not paying him one dime per acre at the present time, when this tract of timber could easily be found to be the natural home for a valuable crop like ginseng. Then why not put this timber tract of yours growing two crops instead of one, lumber and ginseng? A very good way to have an income while you are waiting for your lumber to produce.

Kind of Soil Best Adapted For Ginseng

The kind of soil best adapted for ginseng is usually found in the kind of timber that I have mentioned elsewhere, which simply means that these kind of trees grow in a naturally well drained soil. Here are some trees that should be avoided in starting your garden: elm, willows and ash, as these trees are usually found growing in wet soggy soil. Another kind of tree to be avoided is any kind of pine timber which usually is found growing in a very sandy soil.

Two Year Old Roots

We have a fine lot of 2-year old seed-bearing ginseng roots, which of course would enable you to harvest your crop in 3 years instead of five. These 2-year old roots would give you 3 valuable seed crops. Our low prices are at present \$18.00 for 100 — \$30.00 for 200 prepaid. Due to limited supply cannot guarantee shipment. Orders shipped as received, preference given to prepaid orders.

How To Plant Our 2-Year Old Ginseng Roots

After preparing the bed drop the roots FLAT on the bed then cover about 4" deep with soil taken from 18" alley on each side of the bed, then mulch with either leaves (well rotted is the best) or old sawdust or clean straw, about 3" thick.

How Seed Is Harvested

The seed is harvested by stripping the seed pod from the plant. This is easily and quickly done in one operation, as the seed pod is produced on a single stem that extends well above the leaves of the plant. The cost of harvesting the seed crop runs from 15 to 20 cents per pound. When the seed ripens the pod turns a bright scarlet.

When To Harvest

While ginseng is usually harvested at 5 years when grown from seed, if you are not pressed for money, it is good business to allow the plants to grow 6, 7 or even 8 years, from the fact that the roots not only increase in weight by growing these extra years, but the quality of the roots is also increased, not to mention the valuable seed crop you receive each year.

Goldenseal

A companion crop is also valuable. Ask for our prices and instructions.

Terms

Since shipping C.O.D. and on open account requires an elaborate bookkeeping system, thereby increasing the prices to you, we ship only where payment has been made in cash, cashier's check or money order.

Shipping

If for any reason your order cannot be shipped for acts no fault of ours, or because of prior sale, your money will be refunded or you will be placed on our shipping list and will be shipped as fast as we get supplies. When engaging reservation of seed or roots for Fall or Spring delivery, a deposit of 10% must be made to reserve this order. Price advances or reductions will not affect future reservations.

Final

Over the last four-fifths of a century, our stratified seed and roots have been the most successful in the U.S.A. There are some irresponsible persons advertising in magazines and papers. Investigate them fully. Our references: Burgess Seed Company and the United States Department of Agriculture.



Ginseng growing under artificial shade

If you do not have natural shade construct cheap shelter as shown in photograph.

G I N S E N G G A R D E N S

P. O. Box 861

Asheville, N. C.

IMPORTANT

How We Plant Our Ginseng Seed

When we plant seed broadcast to grow plants for transplanting purposes, we plant the seed at the rate of one pound to every 2 rods of bed, the bed being $4\frac{1}{2}$ ft. wide. Cover seed about $1\frac{1}{2}$ inch with well pulverized soil, then mulch with well rotted leaves, or old sawdust, about 2 inches deep. The mulch should be left on the beds at all times as it helps to keep the soil moist and cool, enabling the plants to withstand considerable hot and dry weather.

Ginseng will withstand dry and hot weather better than most crops from the fact that it grows in the shade and is not exposed to the hot rays of the sun; besides it grows with a heavy mulch. This can be either old sawdust or, better still, well rotted leaves. This keeps the soil cool and damp. We recommend a shade of about 70%.

QUESTION 1:

What is the shortest time in which I can expect to cash in on my investment by growing American Ginseng?

ANSWER:

By growing 2-year old plants for transplanting purposes.

QUESTION 2:

Where is the market for these 2-year old plants and at what price to the grower?

ANSWER:

These 2-year old plants bring as high as \$40.00 per thousand net to the grower. We will buy seed from you, at the prevailing price, for unstratified seed.

QUESTION 3:

If I grow my Ginseng roots for the dry root market what can I reasonably expect, if I plant say 1 acre, which I understand requires 10 lbs. of seed?

ANSWER:

One acre of American Ginseng grown from our Canadian Seed should conservatively produce about a ton of roots.

QUESTION 4:

What is the present price of these roots when grown for the dry root market at the end of 5 years?

ANSWER:

Roots same as shown in pamphlet should bring 10 to 15 dollars per pound.

QUESTION 5:

Will there be any other income from my one acre investment during the 5 years?

ANSWER:

The seed crop from your acre the 3rd, 4th and 5th years.

A large harvest for export.

